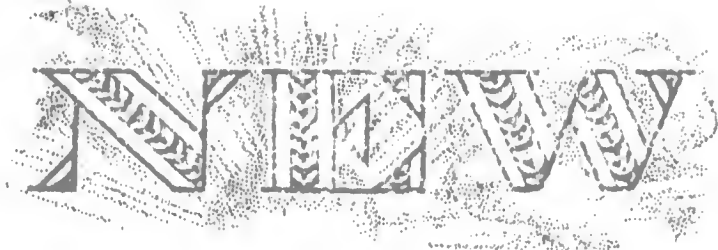


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



EARLY FLOWERING SWEET PEAS = NOVELTIES FOR 1939-40

ONCE AGAIN IT IS OUR PLEASURE TO SEND YOU AN ADVANCE ANNOUNCEMENT OF OUR NEW EARLY FLOWERING SWEET PEA NOVELTIES, THAT WE ARE INTRODUCING FOR THE 1939-40 SEASON. NEW VARIETIES AND COLORS ARE ALWAYS FASCINATING TO THE GROWER AND NEVER FAIL TO REFRESH AND STIMULATE HIS INTEREST.

AS YOU PERHAPS KNOW, WE CONDUCT A VERY EXTENSIVE EXPERIMENTAL AND BREEDING GROUND DEVOTED EXCLUSIVELY TO THE PRODUCTION OF NEW AND IMPROVED SWEET PEA VARIETIES. LAST YEAR OUR SWEET PEA SELECTIONS NUMBERED OVER THE TWO THOUSAND MARK AND COVERED THREE ACRES. FROM THIS CHOICE GROUP OF SEEDLINGS WE HAVE SELECTED THE BEST FOUR, AND ARE OFFERING THEM NOW AS OUR SWEET PEA STANDARD BEARERS FOR THE 1939-40 SEASON.

ALSO OFFERED FOR THE FIRST TIME IS A NEW TALL WINTER FLOWERING MARIGOLD OF THE HARMONY TYPE, WHICH PROMISES TO SOON REPLACE LIEB'S IN THE GROWERS' POPULARITY.

NEW AND OUTSTANDING NOVELTIES ARE A NATURAL LEADER FOR THE WIDE-AWAKE CATALOG SEEDSMAN. LIST AS MANY NEW VARIETIES AS SPACE WILL ALLOW AND CASH IN ON THE WIDER MARGIN OF PROFIT BY PUSHING THESE NOVELTY ITEMS.

GLOSSY 6 x 10 PHOTOS ARE AVAILABLE OF BOTH THE SWEET PEAS AND WINTER MARIGOLD FOR IMMEDIATE MAILING AT THE NOMINAL PRICE OF 75¢ EACH.

THE
WILLIAM MACDONALD
 SEED CO.

SANTA MARIA - - - - CALIFORNIA

MACDONALD'S

EARLY SWEET REA NOVELTIES FOR RAG

MACDONALD'S

EARLY SWEET PEA NOVELTIES FOR 1940

(HORTUS QUEEN CONTINUED)

HORTUS QUEEN IS A BRIGHT ROSE, WITH A DEEP CREAM GROUND GRADUALLY TONING DOWN AT THE BASE OF BOTH STANDARD AND WINGS. IT IS A VERY VIGOROUS GROWER AND PRODUCES FENCIL LIKE STEMS. R. H. S. COLOR CHART 27/1, TONING TO A DEEP CREAM BASE.

PRICE PER 1/4 LB 2.50 PER LB. 10.00

STERLING

STERLING IS A LARGE DUPLEXED SAILOR ROSE AND IS VIGOROUS ENOUGH TO BE CALLED AN INTERMEDIATE FLOWERING SORT. WE BELIEVE THIS NOVELTY CAN BE PLANTED IMMEDIATELY FOLLOWING THE FUS FOR SPRING FLOWERING UNDER GLASS.

AN ABUNDANT ARRAY OF FOUR AND FIVE GRACEFUL DUPLEXED FLOWERS, ON STRONG HEAVY STEMS, ARE FOUND IN THIS SPLENDID NEW SWEET PEA. EACH FLOWER IS BEAUTIFULLY FORMED AND OF ALMOST A STEEL COLOR, HAVING ONLY A TRACE OF A SILVERY-WHITE BASE. R. H. S. COLOR CHART 23/1.

PRICE PER 1/4 LB 2.50 PER LB. 10.00

MARIGOLD TALL DOUBLE FRENCH WINTER HARMONY

MARIGOLD WINTER HARMONY IS AN ENTIRELY NEW TYPE FOR WINTER FLOWERING IN THE GREENHOUSE. IT IS OF THE QUILLED SCABIOUS TYPE WITH A SINGLE ROW OF REDDISH BROWN GUARD PETALS, ENCIRCLING A GOLDEN ORANGE QUILLED CENTER-- WITH MAHOGANY BROWN DOTS ON THE TIP OF EACH QUILLED PETAL.

WINTER HARMONY MAKES A UNIFORM GROWTH OF THREE FEET IN OUR FIELD AND PRODUCES 100,000 DOUBLE TWO INCH FLOWERS. WE BELIEVE IT IS DESTINED TO REPLACE LIEB'S, AS THE FLOWERS ARE LARGER AND OF THE NEW AND POPULAR HARMONY TYPE.

PRICE PER OZ. 1.50 PER LB. 15.00

NOTE:

IMMEDIATE DELIVERY CAN BE MADE ON ALL OF THE ABOVE MENTIONED NOVELTIES--MAIL YOUR ORDER TODAY!

1944

NOV 21

EARLY SHEET BY H. B. H. 12 1944